Agriculture and Agri-Food Canada | Agriculture et Agroalimentaire Canada

Canada

MARKET ACCESS SECRETARIAT
Global Analysis Report

Sector Trend Analysis

Bakery Products
in Saudi Arabia

April 2017

EXECUTIVE SUMMARY

Saudi Arabia is estimated to be the 20th largest bakery products market worldwide, with US$5.11 billion worth of retail value sales in 2016. Saudi Arabia witnessed a severe shortage of labour when the government started the Nitaqat program, an initiative aimed at encouraging businesses to hire Saudi nationals, in early 2013. This had a negative impact on the overall retail landscape, particularly on traditional grocery retailers and bakeries (Euromonitor International, 2015). Around this period, the Saudi Arabia bakery product market fell in global ranking, from 18th to 20th.

The leading international bakery company in the world is Mondelez International Inc and in 2016 it led the bakery products sector in Saudi Arabia with retail sales of US$138.3 million (Euromonitor International, 2017).

Saudi Arabia is currently facing tough economic conditions, with GDP per capita having fallen by over US$4000 since 2014 and expected to remain flat through 2021. However, the population aged 0–14 is forecasted to reach over 9.2 million by 2021, a growth of 100,000 individuals (Euromonitor International, 2017). As such, the bakery products market in Saudi Arabia is estimated to grow at a 8.2% compound annual growth rate (CAGR) with an estimated US$8.7 billion in retail value sales by 2021.

The baked good subsector is the largest of the three subsectors within bakery products category and made up 86% of overall value sales in 2015 (Euromonitor International, 2015).

CONTENTS

Executive Summary 1

Positioning Bakery Products in the World 2

Consumer Attitudes and Economic Drivers 3

Retail Environment 3

New Product Launch Analysis 5

Subsector Analysis 7

- Baked Goods 7
- Biscuits 8
- Breakfast Cereal 9

Conclusion 10

For More Information 10

Resources 10

RELATED REPORTS

- Packaged Food Sales in Saudi Arabia
- Packaged Food in the United Arab Emirates
- Pathfinder Bakery in EU
- Bakery Products in Italy

POSITIONING BAKERY PRODUCTS IN THE WORLD

Top 5 Bakery Companies Worldwide in 2016, US$

Company	International Sales	Sales in Saudi Arabia
1. Mondelez International Inc	$15.19 billion	$138.3 million
2. Grupo Bimbo SAB de CV	$12.07 billion	-
3. Kellogg Co	$11.64 billion	$78.1 million
4. Yamazaki Baking Co Ltd	$4.93 billion	-
5. PepsiCo Inc	$4.43 billion	$39.2 million
6. Artisanal	$186.69 billion	$3.65 billion
7. Other	$89.99 billion	$186 million
8. Private Label	$37.40 billion	$152 million

Source: *Euromonitor International, 2017* **Fixed 2016 Exchange Rate*

Top 10 Bakery Products Retail Markets Worldwide in 2016, US$

Country	Retail Sales
1. United States	$68.17 billion
2. China	$32.77 billion
3. United Kingdom	$27.19 billion
4. Brazil	$26.83 billion
5. Japan	$26.11 billion
6. Italy	$22.21 billion
7. France	$19.91 billion
8. Germany	$19.45 billion
9. Mexico	$18.36 billion
10. Turkey	$15.18 billion
20. Saudi Arabia	$5.11 billion

Source: *Euromonitor International, 2017; Global Trade Tracker, 2017*

The Bakery Products Market in Saudi Arabia in 2015, US$

Indicator	Value
Retail sales, 2015	$5.46 billion
Domestic manufacturer shipments *(value of goods consumed domestically)*	$5.16 billion
Imports of bakery products from the world, in 2015*	$665.48 million
Exports of bakery products to the world, in 2015*	$364.78 million
Dependence on imports	5.5 %

Top 10 Importers of Bakery Products* Worldwide 2015, US$

Country	Imports US$ billions	Top Suppliers & Market Share			Canada's Share
		1	2	3	
United States	4.65	Canada 47.7%	Mexico 20.2%	Italy 3.5%	47.67%
United Kingdom	2.77	Germany 20.9%	France 17.6%	Belgium 11.4%	1.03%
France	2.38	Belgium 25.3%	Germany 21.1%	Italy 12.9%	0.05%
Germany	2.30	Poland 15.0%	Netherlands 14.8%	France 13.4%	0.01%
Canada	2.02	United States 82.8%	Mexico 2.7%	United Kingdom 2.1%	N/A
Belgium	1.18	France 30.5%	Netherlands 23.4%	Germany 17.2%	0.17%
Netherlands	1.06	Belgium 35.9%	Germany 27.7%	France 8.4%	0.08%
Italy	1.05	Germany 28.3%	France 17.9%	Austria 11.7%	0.00%
Spain	0.84	Germany 25.2%	France 21.1%	Italy 13.2%	0.00%
China	0.81	Indonesia 19.7%	Hong Kong 11.8%	Malaysia 10.9%	0.36%

Source: *Global Trade Tracker, 2017 **Note: For the purpose of this report, "bakery products" was defined using the following HS code: 1904, 1905*

In 2015, Canada exported over US$2.3 billion worth of bakery products to the world, with 95.6% going to the United States. However, Saudi Arabia accounted for US$6.0 million of Canada's bakery products in 2015. More specifically, 98% of Canada's main bakery exports to Saudi Arabia were bread, pastry, and cakes at a value of US$5.9 million.

Bakery Products* Export Gap, 2015 (US$ Millions)

	2011	2012	2013	2014	2015	2011-15 CAGR* %
Saudi Arabia Imports of Bakery Products* from the World	396.4	470.2	516.4	558.6	665.5	13.83
Saudi Arabia Imports of Bakery Products* from Canada	3.6	4.6	4.5	4.5	6.0	13.62
Gross Export Gap	392.8	465.6	511.9	554.1	659.5	13.83

Source: *Global Trade Tracker, 2017* ***CAGR**: Compound Annual Growth rate.*
***Note: For the purpose of this report, "bakery products" was defined using the following HS code: 1904, 1905*

CONSUMER ATTITUDES AND ECONOMIC DRIVERS

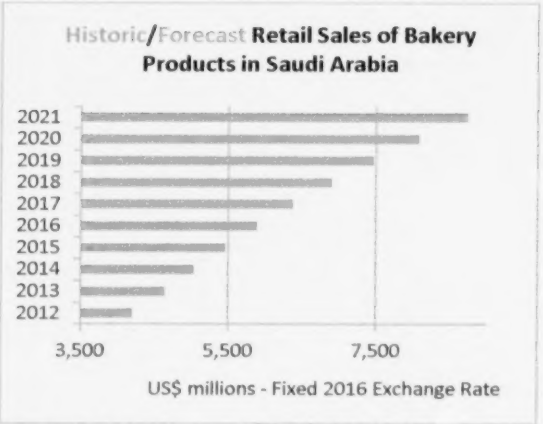
Saudi Arabian consumers are becoming increasingly sophisticated in their knowledge of health and wellness (HW) food products, and many are seeking to alter their diet accordingly. With the growth in food products catering to health-conscious consumers, there is an increase in demand for whole wheat, reduced-sugar, and gluten-free bakery products. On-the-go consumption of HW bakery products is also expected to increase at a compound annual growth rate (CAGR) of 14% from 2016 to 2020 (Euromonitor International, 2015).

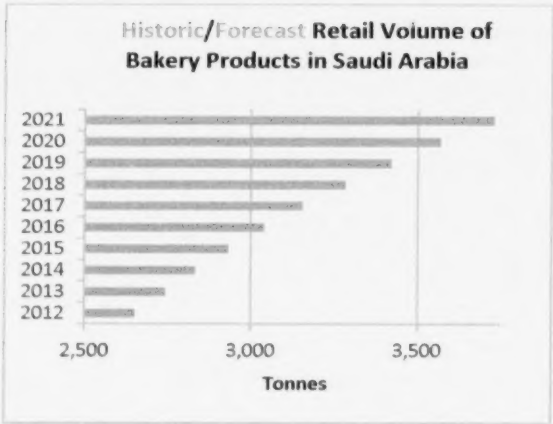
RETAIL ENVIROMENT

In early 2013, the Saudi Arabian retail landscape experienced a slight set-back in retail sales due to severe labour shortages caused by the government-implemented Nitaqat program, which was aimed at increasing the employment of Saudi nationals. The shortage in labour had a significant impact on independent grocers and bakeries. At the end of 2014, the retail landscape improved once the Nitaqat program was adjusted, labour issues were settled and sales started to increase at a consistent growth rate of 9%. The growth in bakery products continues to improve due to manufactures efforts to push product sales through aggressive advertising and product development activities.

Traditional grocery retail accounted for a 44.1% share of bakery product sales in 2016, making this the biggest retail channel for bakery sales. This dominance in market share is largely due to sales of unpackaged breads, cakes, and pastries. However, modern grocers, such as supermarkets and hypermarkets, are growing rapidly. Modern grocers are increasingly taking away sales away from traditional grocery retailers, accounting for 41% share of value sales in 2015 in comparison to 40% in 2014 (Euromonitor International, 2015).

Overall, Saudi Arabia's retail landscape is thriving, with both traditional and modern grocery retailers expected to boom in part due to population growth and demand for bakery products.





Source for both: *Euromonitor International, 2017*

Historic retail value sales of bakery products in Saudi Arabia, in US$ Millions and period growth (%), current prices – fixed 2016 exchange rates

Categories	2012	2013	2014	2015	2016	2012-16 CAGR* (%)
Bakery	4,204.2	4,640.5	5,036.4	5,458.1	5,890.7	8.8
Baked Goods	3,557.2	3,922.7	4,247.8	4,594.4	4,949.2	8.6
Biscuits	549.4	607.0	665.2	727.5	791.2	9.5
Breakfast Cereals	97.6	110.8	123.4	136.2	150.3	11.4

Source: *Euromonitor International, 2017* ****CAGR**: Compound Annual Growth rate.*

Forecast retail value sales of bakery products in Saudi Arabia, in US$ Millions and period growth (%), current prices – fixed 2016 exchange rates

Categories	2017	2018	2019	2020	2021	2017-21 CAGR* (%)
Bakery	*6,375.3*	*6,903.7*	*7,464.4*	*8,083.9*	*8,745.4*	8.2
Baked Goods	*5,352.1*	*5,791.2*	*6,261.7*	*6,789.1*	*7,353.1*	8.3
Biscuits	*857.5*	*929.7*	*1,001.2*	*1,072.9*	*1,147.8*	7.6
Breakfast Cereals	*165.7*	*182.8*	*201.5*	*221.9*	*244.5*	10.2

Source: *Euromonitor International, 2017* ****CAGR**: Compound Annual Growth rate.*

Historic retail volume in tonnes ('000) of bakery products in subsectors in Saudi Arabia

Subsectors	2012	2013	2014	2015	2016	2012-16 CAGR* (%)
Bakery	2,651.8	2,743.4	2,832.1	2,930.2	3,037.7	3.5
Baked Goods	2,568.3	2,655.8	2,739.5	2,831.9	2,933.1	3.4
Biscuits	68.6	71.6	75.5	79.9	84.8	5.4
Breakfast Cereals	14.9	16.0	17.1	18.4	19.8	7.4

Source: *Euromonitor International, 2017* ****CAGR**: Compound Annual Growth rate.*

Forecast retail volume in tonnes ('000) of bakery products in subsectors in Saudi Arabia

Subsectors	2017	2018	2019	2020	2021	2017-21 CAGR* (%)
Bakery	*3,154.3*	*3,283.0*	*3,420.5*	*3,568.5*	*3,728.6*	4.3
Baked Goods	*3,043.9*	*3,166.3*	*3,297.9*	*3,440.1*	*3,594.5*	4.2
Biscuits	*89.2*	*93.9*	*98.0*	*101.9*	*105.5*	4.3
Breakfast Cereals	*21.2*	*22.8*	*24.6*	*26.5*	*28.6*	7.8

Source: *Euromonitor International, 2016* ****CAGR**: Compound Annual Growth rate.*

Top 5 bakery product company shares in Saudi Arabia– retail value sales % breakdown*

Companies	2012	2013	2014	2015	2016
Almarai Co Ltd	2.4	2.6	3.0	3.1	3.2
Chipita SA	1.6	1.8	2.0	2.3	2.4
Mondelez International Inc	-	2.0	2.1	2.2	2.3
Switz Group, The	2.0	2.0	2.0	2.1	2.1
Americana Group	2.1	2.1	2.0	2.0	2.0

Source: *Euromonitor International, 2017*

Saudi Arabia's bakery product industry is led by a domestic player, Almarai Co. Ltd., which accounted for 3.2% of the available market share in 2016. Although the top five bakery product companies in Saudi Arabia account for 12% of the total bakery sector, 42.5% of the market share in 2016 was artisanal due to increases in the number of independent bakeries and cake houses. Manufactures are continuing efforts to push bakery products, an indication that the bakery sector is growing and would allow possible opportunities for Canadian companies. Private label bakery products have increased their market share in recent years, growing from 8% in 2012 to 8.5% in 2016.

NEW PRODUCT LAUNCH ANALYSIS

This section combines all three subsectors and analyses the bakery products category as a whole, based on new product launches from January 2012 to December 2016.

According to the Mintel Global New Products Database (GNPD), there were 807 new bakery products launched in Saudi Arabia from January 2012 to December 2016, with an average of 161 product launches a year. Of these products, 45% were new products and 55% were a combination of new variation (packaging, formulation, and variety/range extensions) of existing products. In addition, 769 of the total were branded while 3 were private-label products.

Within the 807 new products launched, the top five ingredients used consisted of white sugar, salt, wheat flour, sodium hydrogen carbonate, and emulsifiers. White sugar, salt, and wheat flour are the most commonly used ingredients in over 615 products. Of the Bakery products category in Saudi Arabia the fastest growing ingredients include vegetable oils, palm oil, skimmed milk powder, and disodium diphosphate, each with a growth calculated over 30% within the last year (Mintel, 2017).

Of the new bakery products launched in Saudi Arabia with known origins, 47% were domestic, while most of the imported products originated in the United Arab Emirates, Italy or Turkey (Mintel, 2017). As grains are core ingredients in bakery products and Saudi Arabia's consumers have an increasing preference for international bakery products, there are possible export opportunities for Canadian companies with established reputations for excellence in bakery ingredients and products.

New product launches of bakery products in Saudi Arabia, January 2012 to December 2016, by product attributes

Product Attributes*		Yearly Launch Counts			
	2012	2013	2014	2015	2016
Yearly product launches	176	220	138	168	105
Top five claims					
Vegetarian	25	26	14	19	17
No additives/preservatives	19	17	14	32	13
Halal	19	15	12	19	17
Social media	2	10	21	12	18
Wholegrain	10	12	17	12	5
Imported status					
Imported	0	51	59	80	56
Not imported	0	12	24	22	13
Other	176	157	55	61	36
Storage					
Shelf stable	173	215	134	154	102
Frozen	1	3	4	6	2
Chilled	2	2	0	3	1
Top five packaged types					
Flexible	142	177	111	125	76
Not specified	4	5	3	16	15
Carton	7	13	11	7	5
Can	12	4	3	5	3
Flexible stand-up pouch	5	4	1	2	2
Top five flavours (incl. blend)					
Unflavoured/plain	67	73	52	47	25
Chocolate	23	37	24	30	22
Vanilla/vanilla bourbon/vanilla Madagascar	9	14	3	10	6
Butter	9	6	1	7	3
Hazelnut	6	4	4	7	1
Top five ingredients**					
White sugar	115	166	117	133	84
Salt	112	147	109	136	77
Wheat flour	112	155	91	135	79
Sodium hydrogen carbonate	74	96	77	79	53
Emulsifiers	70	102	73	84	48
Top five companies					
General Mills	5	5	9	6	2
Western Bakeries	9	7	7	1	1
Kellogg	2	6	8	5	3
Saudi Masterbaker	5	7	1	4	2
National Biscuits & Confectionery	6	3	5	1	1
Manufacturer type					
Branded	172	215	131	148	103
Private label	4	5	7	15	2

Source : Mintel, 2017.

***Note:** ranking are based on 2012-16 data

****Note**: that the totals for ingredient counts will add to more than the total launches as products can use multiple ingredients.

SUBSECTOR ANALYSIS

Baked goods

The baked goods subsector is the largest of the three subsectors within the bakery category. Despite the minor set back due to the labour shortage in early 2013, baked goods have sustained a steady and consistent growth from 2012 through 2016, reaching value sales of US$4.9 billion, or 84% of total bakery value sales, by the end of 2016. The sector is forecasted to continue to experience steady growth, with a CAGR of 8.3% through 2021 (Euromonitor International, 2017).

Bread is the dominant category within baked goods, and this is expected to continue through 2021. Although bread is maintaining a steady growth in retail volume, it is seeing a slight decrease in percentage, down to 85.5% from 86.7%. This is an indication of the maturity of the category along with the increase in competition from pastries and cake categories.

Historic retail volume in percentage* (%) of baked goods categories in Saudi Arabia

Categories	2012	2013	2014	2015	2016
Bread	59.4	59.5	58.9	57.3	56.7
Cakes	21.3	21.0	21.3	22.0	22.4
Dessert mixes	1.6	1.6	1.6	1.6	1.6
Frozen baked goods	1.4	1.5	1.5	1.5	1.5
Pastries	16.2	16.4	16.6	17.6	17.9

Forecast retail volume in percentage* (%) of baked goods categories in Saudi Arabia

Categories	2017	2018	2019	2020	2021
Bread	56.3	56.1	55.8	55.6	55.5
Cakes	22.6	22.6	22.7	22.8	22.8
Dessert mixes	1.5	1.5	1.5	1.5	1.5
Frozen baked goods	1.5	1.5	1.5	1.5	1.5
Pastries	18.1	18.3	18.4	18.5	18.7

Source for both: *Euromonitor International, 2017*
Note: Percentage calculation done by AAFC based on data from Euromonitor*

Saudi Arabia's baked goods sector is led by artisanal producers, with a 57.2% market share in 2015. This is partly due to the rapid growth of independent bakeries and cake houses (Euromonitor International, 2015). Apart from artisanal producers, two of the top baked goods companies are the multinationals Grupo Bimbo (3.4%) and Yamazaki Baking Co. (1.4%). Saudi Arabia's baked good market is highly fragmented, with the top five companies accounting for only 6.5% of the total market share.

Top 5 Saudi Arabia baked goods companies and market shares – retail value sales % breakdown

Companies	2012	2013	2014	2015	2016
Grupo Bimbo SAB de CV	3.1	3.2	3.3	3.6	3.4
Yamazaki Baking Co. Ltd.	1.7	1.4	1.3	1.3	1.4
Flowers Foods Inc.	0.5	0.6	0.6	0.7	0.7
Agrofert as	0.0	0.5	0.5	0.5	0.5
Shikishima Baking Co. Ltd.	0.6	0.5	0.5	0.4	0.5

Source for both: *Euromonitor International, 2017*

Three trends have impacted the baked goods category within Saudi Arabia's market over the last few years. The first is the revival of the labour shortage in traditional grocery retails due to the Nitaqat program. Secondly, the aggressive advertising activities pushed by the top baked goods companies in

promoting packaged baked goods throughout the year have substantively increased the growth of packaged baked goods, at a combined growth rate of 7.25% in 2016. Thirdly, consumer shift to healthier whole wheat products has increased the growth in brown bread. This shift is taking away from the white bread shares which had consistently dominated sales of packaged bread (Euromonitor International, 2015).

Biscuits

Biscuits have shown a strong performance with a CAGR of 9.5% since 2012, reaching retail value sales of US$791 million in 2016. Of total biscuit sales, 72.6% came from the sweet biscuits subsector, which includes cookies, sandwich biscuits, wafers, etc. (Euromonitor International, 2017).

Saudi Arabia's biscuit sector is forecasted to continue to grow at a CAGR of 7.6% in retail value sales from 2016-21. Its total bakery market share is expected to decline slightly, from 13.4% in 2016 to 13.1% of the sector in 2021 (Euromonitor International, 2017).

As seen in the charts below, the biscuit category is comprised of savoury biscuits and sweet biscuits. Over the last five years, sweet biscuits made up around 73% of the total retail volume, while savoury biscuits consistently held 27%. This percentage split is expected hold through to 2021, with slight growth in the savoury biscuits category.

Historic retail volume in percentage* (%) of biscuits categories in Saudi Arabia

Categories	2012	2013	2014	2015	2016
Savoury biscuits	27.1	27.2	27.1	27.3	27.4
Sweet biscuits	72.9	72.8	72.9	72.7	72.6

Forecast retail volume in percentage* (%) of biscuits categories in Saudi Arabia

Categories	2017	2018	2019	2020	2021
Savoury biscuits	27.5	27.5	27.5	27.5	27.4
Sweet biscuits	72.5	72.5	72.5	72.5	72.6

Source for both: *Euromonitor International, 2017*
Note*: Percentage calculation done by AAFC based on data from Euromonitor

Only one of the top five biscuit companies in Saudi Arabia, Yildiz Holding AS, is domestic, while the remaining four are international companies. Overall, the top five represented 28.2% of the total biscuit market share in 2016. As such, the biscuit market in Saudi Arabia is more concentrated than the baked goods sector, and top player Mondelez has more market share than its top five competitors combined.

Top five Saudi Arabia biscuit companies and market shares – retail value sales % breakdown

Companies	2012	2013	2014	2015	2016
Mondelez International Inc	16.4	16.9	16.5	17.1	16.8
Kellogg Co	3.2	3.1	3.1	3.4	3.5
Campbell Soup Co	2.9	2.9	2.9	3.0	3.0
Yildiz Holding AS	0.6	0.7	2.9	2.9	2.8
PepsiCo Inc	1.9	2.1	2.2	2.2	2.1

Source: *Euromonitor International, 2017*

Breakfast cereal

Breakfast cereal is the smallest of the three subsectors within the bakery category in Saudi Arabia, but had the fastest value growth of 10.4% in 2016. The subsector looks to continue this upward motion through 2021, where sales are estimated to rise to US $244.5 million (Euromonitor International, 2017). With the Saudi Arabian population's fast embracement of modern values, where families are becoming dual income, there is more dependence on breakfast cereals due to lack of time (Euromonitor International, 2015).

The breakfast cereal subsector is broken down into three main categories of children and family breakfast cereal, and hot cereal. Family breakfast cereal holds around 57% of retail volume within this category, followed by children's breakfast cereals at 27% and hot cereals at 16% in 2015.

Breakfast cereals have not traditionally been a part of the daily routine in the typical Saudi Arabian household. However, with the household dynamic changing to women entering the workforce, there is a shortage of time in the morning spent in the kitchen. In addition, cereals are fast becoming an ideal choice for the growing number of health-conscious people who are short of time (Euromonitor International, 2015).

Historic retail volume in percentage* (%) of breakfast cereal categories in Saudi Arabia

Categories	2012	2013	2014	2015	2016
Hot Cereals	14.2	15.0	15.8	16.2	16.4
Children's Breakfast	28.0	27.8	27.2	26.7	26.5
Family Breakfast Cereals	57.8	57.2	57.0	57.0	57.1

Forecast retail volume in percentage* (%) of breakfast cereal categories in Saudi Arabia

Categories	2017	2018	2019	2020	2021
Hot Cereals	16.8	17.2	17.6	18.0	18.4
Children's Breakfast	26.4	26.3	26.3	26.2	26.1
Family Breakfast Cereals	56.8	56.5	56.2	55.8	55.5

Source for both: *Euromonitor International, 2017*

Note*: Percentage calculation done by AAFC based on data from Euromonitor

This subsector is dominated by large multinational companies: the top five players are all multinationals, and they collectively controlled nearly 62% of the total breakfast cereal market share in 2016 (Euromonitor International, 2017). Although dominated by the top two companies, Saudi Arabia breakfast cereal market still has many small players that account for 20% of the remaining market share (Euromonitor International, 2015).

Top five Saudi Arabia breakfast cereal companies and market shares – retail value sales % breakdown

Companies	2011	2012	2013	2014	2015
Kellogg Co	28.5	27.8	26.6	26.2	25.9
General Mills Inc	10.4	10.3	10.1	10.5	10.7
PepsiCo Inc	8.2	8.5	8.9	9.5	9.5
Cereal Partners Worldwide SA	9.4	9.6	9.6	9.0	8.9
Post Holdings Inc	4.3	4.2	4.3	6.6	6.6

Source: *Euromonitor International, 2017*

CONCLUSION

Saudi Arabia's bakery products market are expected to continue to see growth over the next five years, and could potentially become a large export market for Canadian products. Flour is the main ingredient in bakery products, and grain producers could focus on increasing their exports of wheat flour to Saudi Arabia. Processed food producers could benefit from increased packaged cereal exports to Saudi Arabia, as the cereal subsector is predicted to grow significantly over the next few years.

Changing trends, including increased awareness of health issues, signal that value-added product categories such as Health and Wellness bakery product will grow significantly. These categories are thus likely to present Canadian producers with excellent opportunities to expand into the Saudi Arabian market.

FOR MORE INFORMATION

International Trade Commissioners can provide Canadian industry with on-the-ground expertise regarding market potential, current conditions and local business contacts, and are an excellent point of contact for export advice.

- **Overview of Trade Commissioner Services in Saudi Arabia**
  http://tradecommissioner.gc.ca/saudi-arabia-arabie-saoudite/index.aspx?lang=eng

- **Find a Trade Commissioner**
  www.tradecommissioner.gc.ca/eng/find-trade-contacts.jsp

For additional intelligence on this and other markets, the complete library of Global Analysis reports can be found under *Statistics and Market Information* at the following link, arranged by sector and region of interest:

- ats-sea.agr.gc.ca

For additional Information on Gulfood 2017, please contact:

- Ben Berry, Deputy Director
  Trade Show Strategy and Delivery
  Agriculture and Agri-food Canada
  ben.berry@agr.gc.ca

RESOURCES

Euromonitor International, 2017.

Euromonitor International, 2015. *Baked Goods in Saudi Arabia*

Euromonitor International, 2015. *Biscuits and Snack bars in Saudi Arabia*

Euromonitor International, 2015. *Breakfast Cereals in Saudi Arabia*

Euromonitor International, 2015. *Health and Wellness in Saudi Arabia*.

Global Trade Tracker, 2017.

Mintel, 2017.

Sector Trend Analysis
BAKERY PRODUCTS IN SAUDI ARABIA
Global Analysis Report

Prepared by: Alexandre Perrault, Market Analyst

© Her Majesty the Queen in Right of Canada,
represented by the Minister of Agriculture and Agri-Food (2017).

Photo Credits
All photographs reproduced in this publication are used by permission of the rights holders.
All images, unless otherwise noted, are copyright Her Majesty the Queen in Right of Canada.

To join our distribution list or to suggest additional report topics or markets, please contact:

Agriculture and Agri-Food Canada, Global Analysis
1341 Baseline Road, Tower 5, 3rd floor
Ottawa, ON
Canada, K1A 0C5
E-mail: MAS-SAM@agr.gc.ca

The Government of Canada has prepared this report based on primary and secondary sources of information. Although every effort has been made to ensure that the information is accurate, Agriculture and Agri-Food Canada (AAFC) assumes no liability for any actions taken based on the information contained herein.

Reproduction or redistribution of this document, in whole or in part, must include acknowledgement of Agriculture and Agri-Food Canada as the owner of the copyright in the document, through a reference citing AAFC, the title of the document and the year. Where the reproduction or redistribution includes data from this document, it must also include an acknowledgement of the specific data source(s), as noted in this document.

Agriculture and Agri-Food Canada provides this document and other report services to agriculture and food industry clients free of charge.

STAY CONNECTED

Visit our online library of public reports for more information on this and other markets.